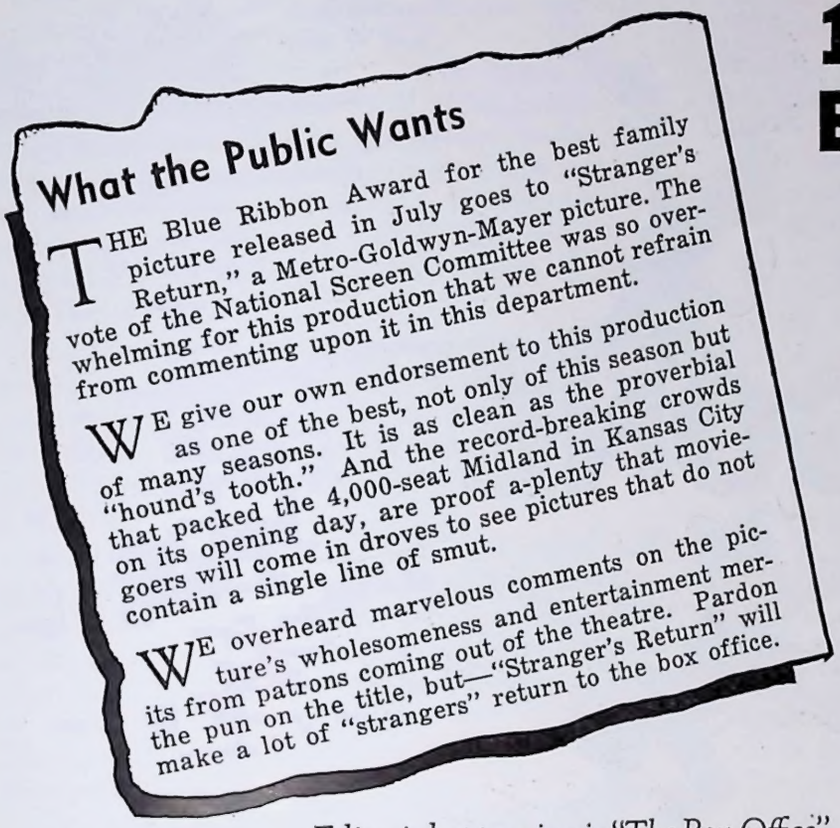
CANADIAN
MOVING PICTURE DIGEST

Vol. 25, No. 17 TORONTO 2, CANADA August 19th, 1933



What the Public Wants

THE Blue Ribbon Award for the best family picture released in July goes to "Stranger's Return," a Metro-Goldwyn-Mayer picture. The vote of the National Screen Committee was so overwhelming for this production that we cannot refrain from commenting upon it in this department.

WE give our own endorsement to this production as one of the best, not only of this season but of many seasons. It is as clean as the proverbial "hound's tooth." And the record-breaking crowds that packed the 4,000-seat Midland in Kansas City on its opening day, are proof a-plenty that moviegoers will come in droves to see pictures that do not contain a single line of smut.

WE overheard marvelous comments on the picture's wholesomeness and entertainment merits from patrons coming out of the theatre. Pardon the pun on the title, but—"Stranger's Return" will make a lot of "strangers" return to the box office.

Editorial appearing in "The Box-Office" announcing the award voted by the National Screen Committee

15,000 EXHIBITORS

vote for

"THE STRANGER'S RETURN"

—of course it's M-G-M!

THE CAST: LIONEL BARRYMORE — MIRIAM HOPKINS — Franchot Tone, Stuart Erwin. A KING VIDOR PRODUCTION

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

HAS LEO GONE NUTS?

FLASH!

"'Tugboat Annie' smashing all records at Fifth Ave. Theatre, Seattle. Beats 'Prosperity' by more than 50%. Extended engagement here for first time in years!"

America's Sweethearts together again!

No, dear reader—
He has just previewed
MARIE DRESSLER and
WALLACE BEERY in
"TUGBOAT ANNIE"
And he's so happy
You'll be happy too!

Canadian Moving Picture DIGEST

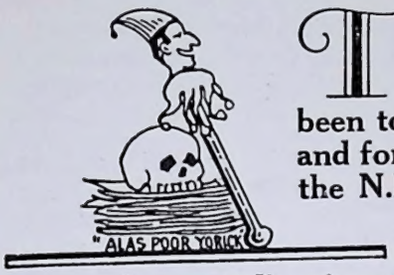
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Waverley 4929
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. Toronto

Vol. 25, No. 17 | TORONTO 2, CANADA | August 19th, 1933

N. L. N. IN CANADA



THE Motion Picture Industry in the United States has been told to "get together" and formulate a code under the N.R.A.

The "Blue Eagle" of Co-operation appears to be spreading its wings across the land, a symbol that the American people are supporting the President of the U.S. in his concrete effort to start Industry and Prosperity, to end unemployment and oil up the wheels of Trade and Commerce.

The best thing that ever happened to the Industry of Motion Pictures in the U.S., is its obligation to form a code in accordance with the N.R.A., and the Square Deal, which President Roosevelt aspires to make possible for Industry.

We have not a N.R.A. code in Canada, with this code's power directed toward Industrial Recovery, but we have a N. L. N., now President of the Famous Players Canadian, who has sufficient power, showmanship and business ability to make the Motion Picture and Amusement Enterprises in Canada speed forward toward Prosperity.

It is a big man's job, but N. L. N. can do it, providing his company "get together" just as they did in those former days of profits, dividends and reserves.

The Famous Players Canadian convention was called to discuss respective problems of respective situations, and to exchange views in regard to a solution of these problems. The objective is Business, Good Business, obtainable only through good showmanship. The N. L. N. Plan is to have the managers of Famous Players work out a code. There are some real showmen among the Famous Players managers, the President of Famous Players appreciates this fact, that is why these men retain their jobs and secure promotion. The appreciation of the ability of others, is an attribute which only truly great men possess. Appreciation of ability is an inspiration, and an incentive to Service.

CHOOSE YOUR WEAPONS

ALL week long in New York the producers, distributors and exhibitors, not forgetting the sale managers and other executives, the latter which includes legal representatives, have all been engrossed in the formulation of a code.

It has been a rough road. It had to be in an Industry which is not made up of steel, iron, automobiles, oil, etc. Each company has been in the habit of working in accordance with its own code, although apparently united as producer-distributor and exhibitor.

Ask the Industry of Motion Pictures to work out a code for national service, where each unit contributes its share; and the result is as close to the heart's desire as the Hays organization could wish for, but to work out a code, where there must be sacrifices, where certain companies must give up certain advantages, aye, there's the rub, and it's a tough rub, regardless of the altruistic objective and the seal of the President's Blue Bird of Industrial Recovery.

However, "what cannot be cured, must be endured". The Industry of Motion Pictures will be forced to leaven advantages under the N.R.A. plan, but it will find that bigger industries, with men at their helm, internationally known in Trade and Commerce, in Industry, have had to give up advantages, because the President of the United States is endeavoring to save what is left of an Economic and Social revolution in the U.S., and other countries.

The time for stalling, for self-hypnotism, for politics belongs to yesterday. The Government of the U. S. requests a Motion Picture code, one which the Industry will present to the people of the U. S. formulated by the Industry, or one which the Government will request the Industry of Motion Pictures to conform to, the latter formulated by the Government of the U. S. "Choose your weapons!"

RAY PRESENTS

RAY LEWIS

WATCHING the line-up in front of the Capitol Theatre, New York, where Metro-Goldwyn-Mayer presents Marie Dressler and Wallace Beery in "Tugboat Annie", would inspire you to challenge any thought of Depression.

The picture was held over at The Capitol, New York, for a second week, and the second week is another occasion of tremendous crowds, which patiently wait to get into The Capitol; and just as patiently wait for a seat.

Spitalny, my good old friend Phil Spitalny, is wielding the baton. There is a nifty chorus, novelties by way of short subjects and snappy bits of entertainment.

The NIRA number goes over big, the chorus adding the necessary colour, tapestry and pageantry to the Big Idea in which the industries of steel, motors, etc., tune in with Washington for the NIRA co-operation.

Senator Murphy was a big hit, his explanation of inflation was as clear as some of the reasons our politicians give for their opposition to inflation! His reference to Banker Harriman, "They say he's crazy, imagine it, we give him our money ,and he's crazy. I should be half as nuts as he is," created a riot of laughter.

BUT it was "Tugboat Annie", for which that huge audience settled down for the purpose of laughing and weeping during a process of being entertained! Leo has again hit the sky with "Tugboat Annie". Lucky Leo, lucky exhibitors, lucky public!

Radio Music Hall, with its immense crowds, also fascinated me, and looking around its ample corner for Depression, all I could see was a line-up all the way up 51st Street of what represented the "dear public". How dear and precious this public is when it forms a queue as a "mezuma" frieze all around a theatre!

I SALLIED forth to the executive offices to see "Roxy", in the flesh. There he was, this time in a modernistic setting. Gone were the old masters, and tapestries which adorned the Roxy sanctorum of the original Roxy days, but there was the same "Roxy", with his fiery eyes, keeping pace with the voice, the call of Radio! What a theatre! It would take a week to see all the wonders of Radio City, it would take several issues to describe them.

The modernistic motif pervades the entire building, cool, classical, mechanical, perhaps built on the order of the hierarchies of the solar system, planes overlapping planes, lights overlapping lights, until planes and lights merge themselves into a Totality, an architectural structure, lofty, massive, symmetrical, eternal, and in which we human beings bear the same relationship of insignificance, as we bear in relationship to the stars which light the dome of heaven.

THIS all sounds high-brow, aesthetic, and certainly it does not sound like Rothaphel (Roxy) who tells me in plain showmanship language, in answer to my query, "Why 6,200 seats?" that, "We must have capacity to give the people the big shows which they demand at moderate prices". And then being a rube from Canada, and inquisitive, albeit pertinent and impertinent, I said, "Roxy, how do you like working for Wall Street?" Did "Roxy" give me a dirty look, ask me. And then in the most friendly but icy tone, "Roxy" informs me that he is not working for Wall Street, never did, never could.

We all agree that "Roxy" is ace high as a showman, and his business ability has not been cramped through his artistic complex, besides it would have been bad manners to have reminded "Roxy" that Rockefeller, the big guy whose name has been associated with Standard Oil, etc., tossed a few millions more or less into Radio City, which is certainly good dough, as long as the jugglers of such coinage realize that they need showmen like "Roxy" to run their show, and showmen like Depinet, Levey, to run that show, not overlooking that grand and glorious department of hokum in which Barrett McCormick greets the visitor, rapturuosly exclaiming, "See Radio City and you've seen the wonder of the world".

LONDON is talking about Gaumont-British and this company's continued and consistent ability to make box-office pictures. The press of London is talking Victor Saville, calling his direction of "I Was a Spy", direction which was "inspired".

Also the London press hail this picture as the greatest British picture yet produced.

While we are on the subject of Gaumont-British, we hear that "Jack's The Boy" completed a six months run at the Majestic Theatre, Melbourne, Ausrtalia. It is to be followed by "Rome Express". Previous long runs in Melbourne, were 19 weeks for "Sunshine Susie", 17 weeks for "Innocents of Paris", with Maurice Chevalier, and 18 weeks for "The Jazz Singer", with Al Jolson.

Show Business

Regal's "Royal Group"

In 1933-34 as in previous years, Regal Films Limited will lead in the distribution of British films that will provide the biggest of box-office attractions for Canadian theatres.

"The Royal Group" of super British films announced by Regal in last week's issue of The Digest for distribution during the 1933-34 season is without doubt the finest lineup of British-produced pictures ever offered to Canadian exhibitors. The studios of Gaumont-British will provide the majority of these releases.

"The Royal Group" offers notable subjects and titles. Leading the array is the feature length life story of H.R.H. The Prince of Wales which was produced at the Gaumont-British studios under the personal supervision of the heir to the British throne.

The 24 pictures of "The Royal Group" will undoubtedly prove worthy box-office successors to the "Victory Group" and "Sunshine Group" of British films released by Regal the previous two years and which popularized Empire-made entertainment with Canadian audiences.

Great motion pictures are coming from the British studios. With Regal's offering of "The Royal Group" of big British box-office pictures an opportunity to obtain the finest of the British productions is presented to Canadian exhibitors.

Regal's British Division will continue to extend every co-operation to the efforts of local exhibitors in exploiting and advertising their British releases.

Laurel-Hardy Comedy

Stan Laurel and Oliver Hardy are at it again. The two stellar comics started production this week on the second of their new series of laugh films for Hal Roach - Metro-Goldwyn-mayer. As chimney sweeps, the twain romp through a series of hilarious situations totally unlike anything they have heretofore done. The production, which has not as yet been titled, was began coincident with the completion of "We're In The Dough" the initial one of a series of all-star comedies being filmed under the Roach banner.

Warner's Canadian Sales Greatest in History

"Canadian business on Warner Bros. - First National pictures during the current season has been the largest in the history of the company," announced Andy Smith, Warner Bros. executive in charge of Eastern and Canadian Distribution in his opening address at the company's series of three business meetings in Toronto.

"Dancing Lady" and "Cat and the Fiddle" Soon to Start at M-G-M

Final preparations are being made at the Metro-Goldwyn-Mayer studios for "Dancing Lady", in which Clark Gable will have the co-starring role opposite Joan Crawford, and "The Cat and the Fiddle", in which Ramon Novarro and Jeanette MacDonald will be co-starred.

George Bancroft Starred In "Blood Money"

"Blood Money", George Bancroft's first starring picture under his long-term contract with 20th Century Pictures, to be released by United Artists as an important part of that company's schedule for 1933-34, went into production recently in Hollywood, according to a wire from the West Coast.

Leila Hyams, feminine lead opposite Robert Young in Universal's third annual football picture, "Saturday's Millions", has been signed to a long term contract by Carl Laemmle, Jr.

Toronto Theatres

LOEW'S—Manager Jules Bernstein—"Strangers Return" with Lionel Barrymore, Miriam Hopkins, and Franchot Tone, a Metro - Goldwyn - Mayer picture.

IMPERIAL—Manager Jack Arthur — "I Loved You Wednesday", with Elissa Landi and Warner Baxter, a Fox production.

TIVOLI—Manager C. Appell — "Bondage", and "Best of Enemies".

UPTOWN—Manager Tom Daley — Cicely Courtneidge and Ed. Everett Horton in "Soldiers of the King", English production.

COMPLETE
Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre from Sheet to Street.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

INSIST ON GENUINE SIMPLEX & POWERS ALSO NATIONAL CARBONS

Canadian Theatre Supply Company
Eastern Canada
ALBEE BUILDING - MAYOR STREET
Distributors Electrical & Theatre Equipment
MONTREAL
QUEBEC

WE HAVE ONE OFFICE ONLY AT MONTREAL

Well, the Big News Is Out!

The Royal Group

Has Caused a Real Sensation Among Canadian Exhibitors!

Never Before Have There Been So Many Smashing Box Office Hits in Any Line-Up of Features!

The Success of Your Theatre Depends on Your Booking the Entire "Royal Group!"

If You Don't Get Dates On "The Royal Group" Your Competitor Will!

IT'S UP TO YOU!

Regal Films Limited

Sole Canadian Distributors

THE ROYAL GROUP

"THE PRINCE OF WALES"
The life story of the heir to the British throne. (Gaumont-British)

"I WAS A SPY"
Dramatic spy story. Madeleine Carroll, Herbert Marshall, Conrad Veidt in cast.

"FALLING FOR YOU"
Jack Hulbert and Cicely Courtneidge co-starred. (Gainsborough-British)

"JACK AHOY"
Starring Jack Hulbert. Walter Forde is the director. A record-breaker.

"WALTZ TIME"
Viennese operatta by Johann Strauss. Evelyn Laye is the star. (Gaumont-British)

"DAUGHTERS OF EVE"
Starring Evelyn Laye. To be produced on a lavish scale. (Gaumont-British)

"FRIDAY THE 13th"
Wonder cast headed by Jessie Matthews, Edmund Gwenn, Sonnie Hale. (Gainsborough)

"ORDERS IS ORDERS"
Cast includes Charlotte Greenwood, James Gleason, Cyril Maude. (Gaumont-British)

"A CUCKOO IN THE NEST"
Starring Ralph Lynn and Tom Walls, and two more by the same team. (Gaumont-British)

"THE CONSTANT NYMPH"
Margaret Kennedy's famous book and stage play. (Gaumont-British)

"THE GHOUL"
Greatest of all "terror" stories. Boris Karloff is the star. (Gaumont-British)

"AUNT SALLY"
Cicely Courtneidge, queen of comediennes, starred. (Gainsborough)

ORIGINAL STORY BY PRIESTLEY
The author of "The Good Companions" will provide a sensation. (Gaumont-British)

"CHANNEL CROSSING"
Cast includes Matheson Lang, Constance Cummings, Edmund Gwenn. (Gaumont-British)

"MURDER PARTY"
Mystery and comedy, starring Leslie Banks, Ian Hunter, Jane Baxter.

"OH, DADDY"
Screamingly funny comedy by Austin Melford. Strong cast.

"PARIS IN SPRING"
Gay and zippy comedy with music. Directed by Albert de Courville.

"THIS IS THE LIFE"
Musical romance with Binnie Hale and Gordon Harker. (British Lion Super)

4 UNTITLED HITS
Each an outstanding attraction and a guaranteed box office production.

26 BRITISH MINIATURES
Each deals with an unusual aspect of the Motherland. Decidedly novel.